



Inspire new ideas

Opportunity Springboard



What can it help with?

Use this tool to create “how might we” questions (and jumping off points for new products or services) in response to problems, assumptions or situations. It’s best used alongside your Empathy Map and Assumption Dump, and enables you to re-frame challenges as opportunities.

How do I use it?

Start by plotting what you think you know about a situation or problem then decide the kind of improvement you could make and what the result would be. Play around with different options to see the variety of opportunities available and how they differ.

Who’s it for?

-  We think most things work best in a group, but you can do it individually too.
-  Sometimes it’s interesting for everyone in the group to work alone then come together to compare and combine ideas.





How long will it take?

 30-60 Minutes

How hard is it?

Intermediate

What goes well with it?

-  Persona Maker
-  Empathy Map
-  The Why Tree
-  Plus, we’d always recommend you try the Assumption Dump before starting any project 😊



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GIVEN THAT...

HOW MIGHT WE...

TO...

SO THEY CAN...



What do you think or know about your customer or a situation?

What improvement or change do you want to make?

What positive might be gained?

What need is addressed?

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